

SARAH SEWARD-LANGDON

CREATIVE MARKETING SPECIALIST

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OVERVIEW

With over 18 years of experience and a degree in International Business, I specialize in graphic design and content creation within diverse marketing and design roles.

I excel in building strong client relationships and seamlessly integrating into diverse team dynamics, whether abroad, remotely, or cross-functional.

My commitment to continuous learning and development positions me as an invaluable asset to any team, with expertise spanning various aspects of marketing.

EXPERTISE



Digital Content Creation



Social Media Management



Print Design



Customer Service



Multi-Functional Roles



Cross-Cultural Communication

WORK EXPERIENCE

CONTENT & DIGITAL MARKETING SPECIALIST

Pilot (Vancouver) / Dec. 2022 - Present

- Consistently delivered exceptional marketing content to 10+ clients weekly while staying under budget.
- Produced high-quality copy for various platforms, crafted SEO-driven content calendars, and supported with design tasks as needed.

MARKETING SPECIALIST (SEO & PUBLISHING FOCUS)

Pilot (Vancouver) / Feb. 2023 - Oct. 2023

- Published 500 blogs in 4 months, overseeing budget and a robust content system with 50+ freelancers
- After analyzing, optimized priority and high-impact blogs using on-page, off-page, and technical SEO
- Built a social media creation and management system, increasing KPIs like followers, engagement, and website visits

RETAIL MARKETING & CONTENT LEAD

Red Dog Blue Kat (Port Coquitlam) / Apr. 2021 - Apr. 2023

- Led content strategy and development for retail marketing and direct-to-consumer promotions, including designing digital, print, and video materials for email, website, print, and social media
- Produced vital selling tools to aid the sales team, increasing initial order values and retail customer retention rates
- Grew Instagram followers by +22% and increased web traffic by +25.5%

SOCIAL MEDIA CONTENT CREATOR (PAID & ORGANIC)

Vancouver Humane Society (Vancouver) / Aug. 2021 - Nov. 2021

- Strategized and designed paid and organic social media content to launch PlantUniversity, gaining over 460,000 in reach and 18,000 link clicks within the first month and a half

MARKETING COORDINATOR

Kafka's Organic (Vancouver) / Oct. 2020 - Apr. 2021

- Led marketing strategy and executed it through graphic design, social media, print, blog copywriting, and emails blasts
- Positively impacted key business goals: sales (+56%) and returning customers (from 26% to 40%)
- Grew website sessions from 1,500 to 3,500 (monthly)

INTERIM GENERAL MANAGER

JUSU Life Inc., JUSU Body Inc. (Vancouver) / Jan. 2020 - Oct. 2020

- Adapted to an unfamiliar role, learning new business functions and successfully running all business operations
- Balanced multiple responsibilities, including production, sourcing, shipping, customer service, social media, and website management

KEY COMPETENCIES

PROFESSIONAL

- Social Media Marketing
- Graphic Design
- Project Management
- Event Planning
- Video Production
- Email Marketing
- Intermediate SEO
- Copywriting
- Photography
- B2C & B2B Sales

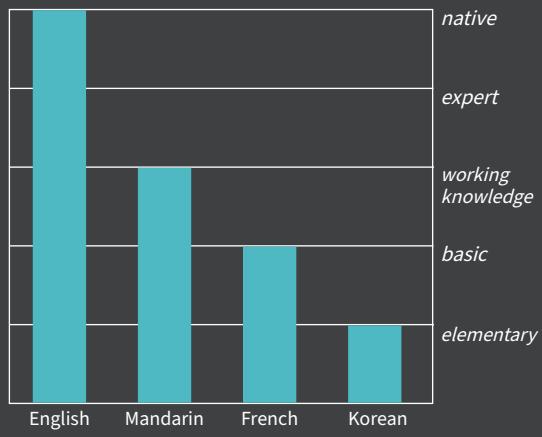
SOFT SKILLS

- Leadership
- Teamwork
- Creative Thinking
- Working Remotely
- Entrepreneurship

TECH & TOOLS

- Adobe Creative Suite for Video & Design
- Figma for Wireframing & Design
- HTML5 & CSS3 for Website Management
- CMS & E-Commerce Platforms (ex. Shopify, Wordpress, Wix, Webflow)
- Klaviyo & Mailchimp for Email Marketing
- Later for Social Media Management
- Hubspot for CRM & Email Marketing
- Google Analytics & Search Console for SEO
- Ahrefs & SEMRush for SEO
- Asana & Clickup for Project Management
- Facebook Ads Manager for Social Ads

LANGUAGES



Last Updated: May 2025

ENTREPRENEURIAL EXPERIENCE

CO-FOUNDER & PROJECT MANAGER

Savage Unicorns (Vancouver & Ottawa) / 2022 - Present

Pursued a passion project, collaborating on dance videos and events. Leveraged dance, social media, and content skills to manage all aspects, from marketing to logistics, sales, and day-of operations.

GRAPHIC DESIGNER & PHOTOGRAPHER

Freelancer (Ottawa, Toronto, Vancouver) / 2007 - Present

Consistently provided top notch customer service and delivered high-quality products, like campaign materials resulting in a 100% win rate for seven political candidates. Notable clients include Jusu Bar, Smart Earth Camelina, Greater Van. Food Truck Festival, and Ballistic Arts.

FOUNDER & EVENTS ORGANIZER

1Inspirin8studio (Ottawa) / March 2017 - March 2020

Combined my passion for dance, marketing expertise, and strong management skills to successfully coordinate dance events with 75+ attendees. This involved exceptional communication and organization in handling venue coordination, choreographer scheduling, and comprehensive marketing management.

FOUNDER & TEAM LEADER

Salja Dance (Ottawa) / Dec. 2013 - Jul. 2018

Oversaw team of 20 - 30 dancers and refined my project management skills by organizing over 20 video and dance projects. Achieved substantial social media growth, amassing 1,500+ Facebook, 18,000+ YouTube, and 700+ Instagram followers.

EDUCATION

BACHELOR OF INTERNATIONAL BUSINESS

Carleton University, Ottawa (Ontario) / 2013 - 2017

Honours, International Marketing and Trade, Minor in Mandarin

- International Exchange in Suzhou, China at Xi'an Jiaotong-Liverpool University (2015 - 2016) with scholarship

INTERESTS

